Addressing Tobacco on a Military Installation: A Collaborative Approach to Reducing Use

NAVY AND MARINE CORPS PUBLIC HEALTH CENTER
PREVENTION AND PROTECTION START HERE

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Presenters

- Dr. Mark Long, Ed.D., Health Promotion and Wellness Department, NMCPHC
- Col John Oh, USAF, MC, SFS, Chief, Health Promotion, Air Force Medical Support Agency
- Ms. Cathy Ficadenti, M.S., Branch Head, Semper Fit & Recreation, HQMC M&RA, Marine & Family Programs Division
- Ms. Anita Roberson, Branch Head, Merchandising, Marine Corps Exchange, HQ, NAF Business and Support Services
- Mr. Gary Miller, Advertising and Marketing Manager, Marine Corps Exchange, HQ, NAF Business and Support Services

Webinar Courtesy

- Good afternoon and thank you for joining us!
- To listen to the presentation, use the dial in: (877) 885- 1087 Code: 704 516 0523#
- We ask that all participants please mute your phone lines either by pressing *6 or the mute button on your phone.
- Please do not put your phone on hold at any point during the call.
- The slides and audio will be archived on the NMCPHC webpage at: http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/webinars.aspx

Objectives

- Describe the components of a tobacco countermarketing campaign
- Discuss how national campaigns/already existing campaigns can be utilized and provide examples
- Describe the tobacco countermarketing principles behind the DoD Fight the Enemy Tobacco Countermarketing Video Contest
- Describe how Military Children and Youth Centers can be effective partners in communicating tobacco countermarketing
- Describe tobacco cessation efforts conducted through Semper Fit Health Promotion
- Present highlights of the MCX tobacco counter marketing campaign currently in place in-store and online

Necessity of countermarketing campaigns in tobacco programs

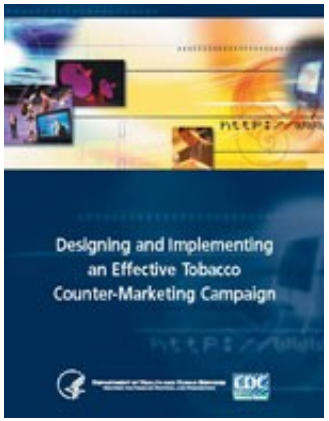
- The Centers for Disease Control and Prevention (CDC) began publishing best practices for tobacco control programs in 1999 and identified countermarketing as a crucial element of a successful program

- Tobacco countermarketing programs seek to counter the influential promotional and marketing activities of the tobacco industry, which spends billions of dollars per year on advertising

- National campaigns work best when they are tied to community programs at the local level

CDC
CENTERS FOR DISEASE CONTROL AND PREVENTION

Components of a tobacco countermarketing campaign



- CDC's *Designing and Implementing an Effective Tobacco Counter-Marketing Campaign* is a guide for tobacco control programs at all levels of government.
- Must be long term to be committed to addressing the problem
- Components should be integrated, not isolated in order to be effective
- Campaign should be integrated into the larger tobacco control program (i.e. educational efforts, enforcement campaigns, cessation initiatives, policy campaigns, etc.)
- Tailor messages and strategies to reach your different audiences
- Be strategic about priorities and how program/components contribute to overall goal (e.g. reducing tobacco use)
- Should be evaluated for performance measurement and management
- Should be adequately funded to compete with tobacco advertising

Spotlight on CDC's Tips from Former Smokers

- CDC's Tips From Former Smokers
  - National tobacco education campaign that profiles real people who are living with serious long-term health effects from smoking and secondhand smoke exposure
- Campaign has impressive results[1, 2]
  - Motivated 1.6 million smokers to make a quit attempt
  - Prompted nonsmokers to talk with friends and family about the dangers of smoking.
  - Average number of weekly calls to the National Quitline (1-800-QUIT-NOW) increased and the number of visitors to the website increased during the campaign than before or after

A TIP FROM A
FORMER
SMOKER
RECORD YOUR VOICE FOR LOVED ONES WHILE YOU STILL CAN.
Terrie, Age 52
North Carolina
Smoking causes immediate damage to your body.
For Terrie, it gave her throat cancer. You can quit.
For free help, call 1-800-QUIT-NOW.
#CDCTips
CDC
U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.cdc.gov/tips

[1] CDC Tips for Former Smokers: Campaign Overview. http://www.cdc.gov/tobacco/campaign/tips/about/campaign-overview.html

[2] CDC Impact of a National Tobacco Education Campaign on Weekly Numbers of Quitline Calls and Website Visitors — United States, March 4–June 23, 2013. http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6237a3.htm.

Spotlight on DoD's Quit Tobacco- Make Everyone Proud (QTMEP)

- Quit Tobacco- Make Everyone Proud
  - National tobacco education campaign sponsored by the Department of Defense to support U.S. service members in quitting tobacco
  - Live Chat feature on their website to talk with a coach about quitting tobacco

COMMIT TO QUIT
GIVE THEM A CHANCE
Secondhand smoke impairs a child's ability to learn, and high levels of exposure are associated with deficits in reading, math and spatial reasoning
Children who breathe secondhand smoke are at an increased risk for ear infections
Children who breathe secondhand smoke are more likely to suffer from pneumonia, bronchitis, asthma and other lung diseases
Pets in smoking households have a 60% higher risk of developing lung cancer
Protect those you love from the dangers of secondhand smoke during the Great American Smokeout. Commit to going smoke-free for 24 hours on November 20, 2014. Text MIL to 47848 and set your quit date today.
Find support for quitting at UCanQuit2.org.
QUIT TOBACCO
UCanQuit2.org

How can you use these campaigns?

- Provide accurate information about tobacco
- Show the PSAs and videos from the CDC
- Broadcast the podcasts of former smokers from the CDC
- Order campaign materials and resources from QTMEP
  - Customizable materials for each branch of the military
- Broadcast the Spitcasts and Quitcasts from QTMEP for tips on how to quit spitting and smoking
- Use SmokefreeMIL texting program to supplement a quit plan
- Promote the Great American Smokeout
- Provide the phone number to your region's TRICARE toll-free Smoking Quitline and to the National Quitline (1-800-QUIT-NOW)

Headquarters U.S. Air Force

Integrity - Service - Excellence

Building Partnerships to Promote Tobacco Free Living

Col (Dr.) John Oh
Chief, Health Promotion
Air Force Medical Support Agency
12 Nov 2014

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Overview

- **Epidemiology of tobacco use in DoD**
- **Defense Advisory Committee on Tobacco (DACT)**
- **DoD *Fight the Enemy* Tobacco Countermarketing Video Contest**
- **Campaign for Tobacco-Free Kids *Kick Butts Day***

Cigarette Smoking: Defense Department 1980–2011

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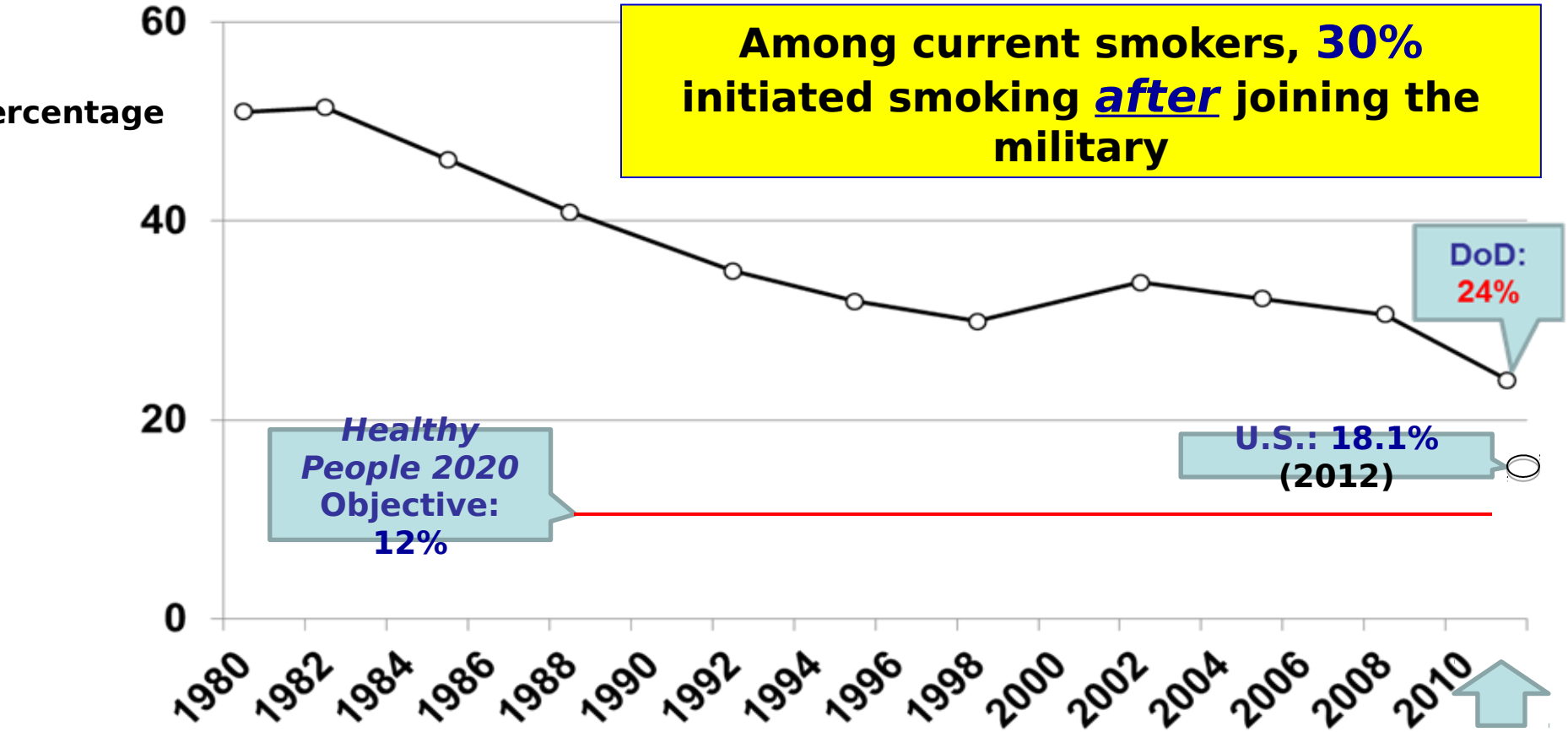

Source: 2011 DoD Survey of Health Related Behaviors

* Note: 2011-Survey method changed to internet only

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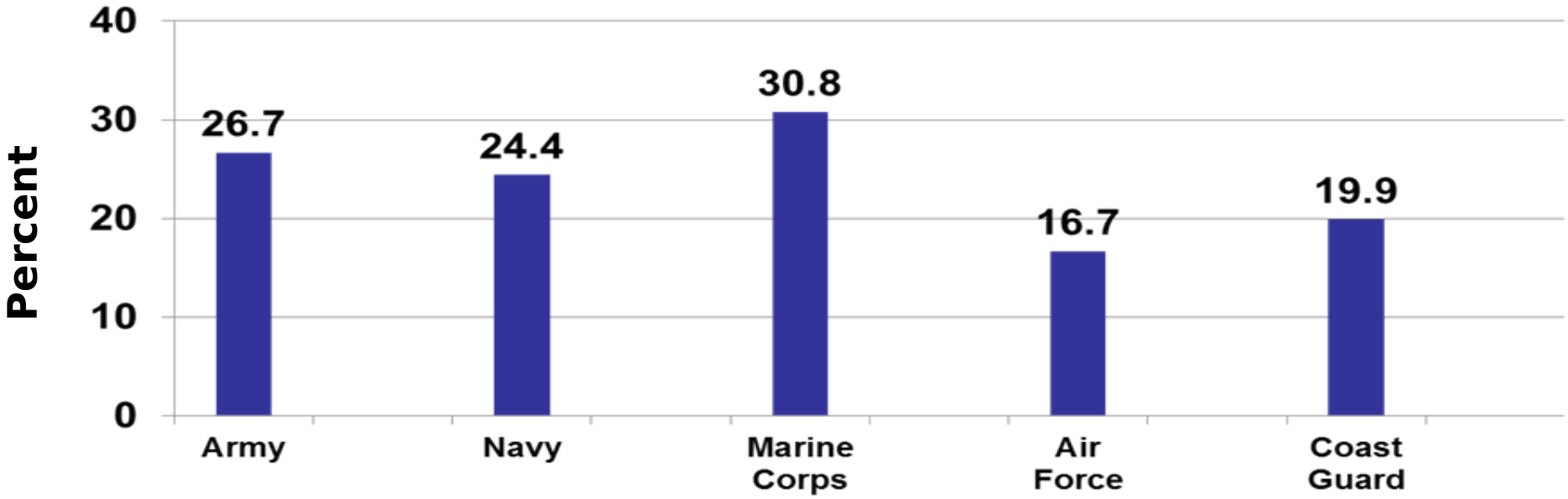
Cigarette Smoking By Military Service, 2011



Source: 2011 DoD Survey of Health Related Behaviors

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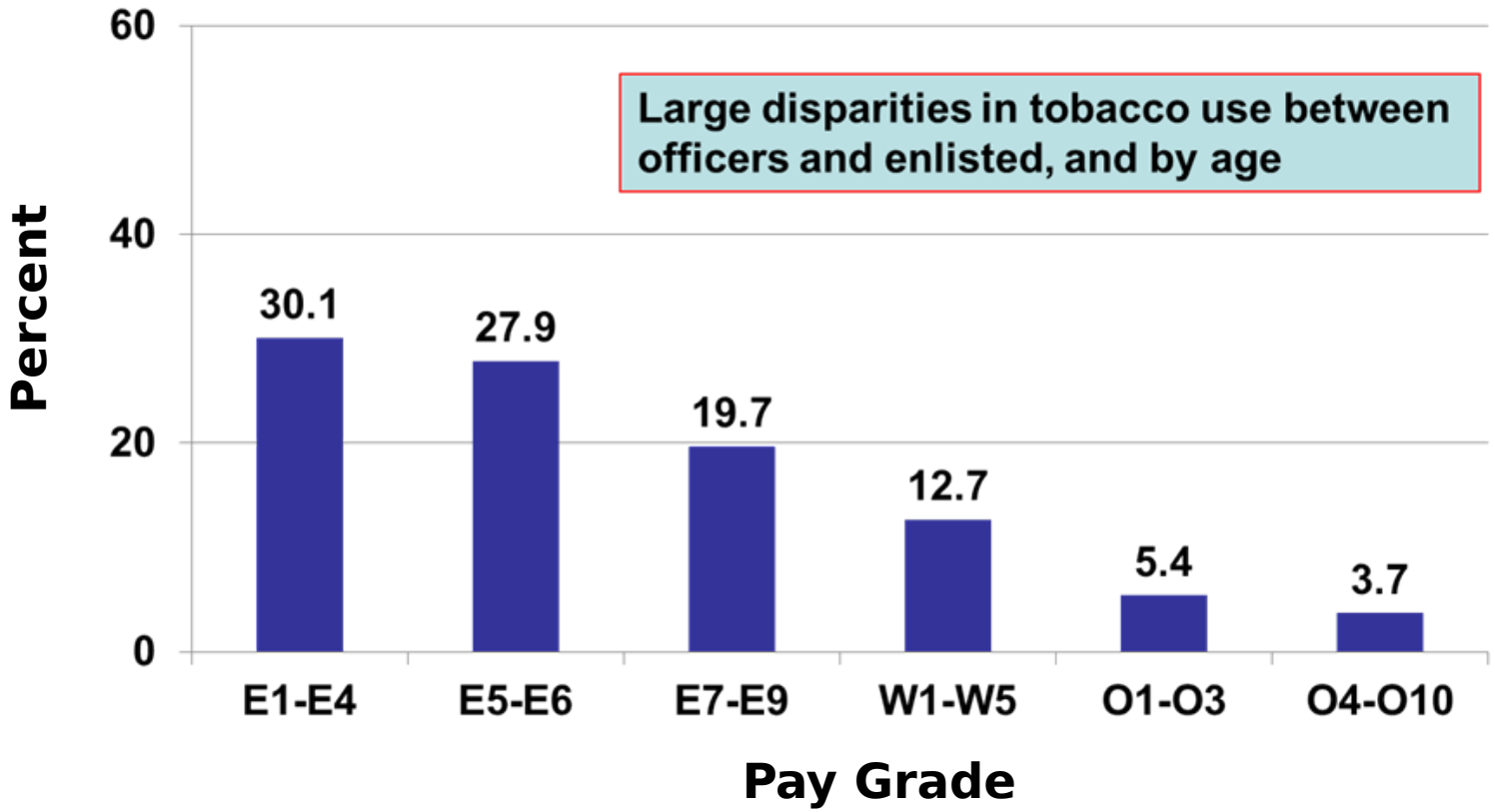
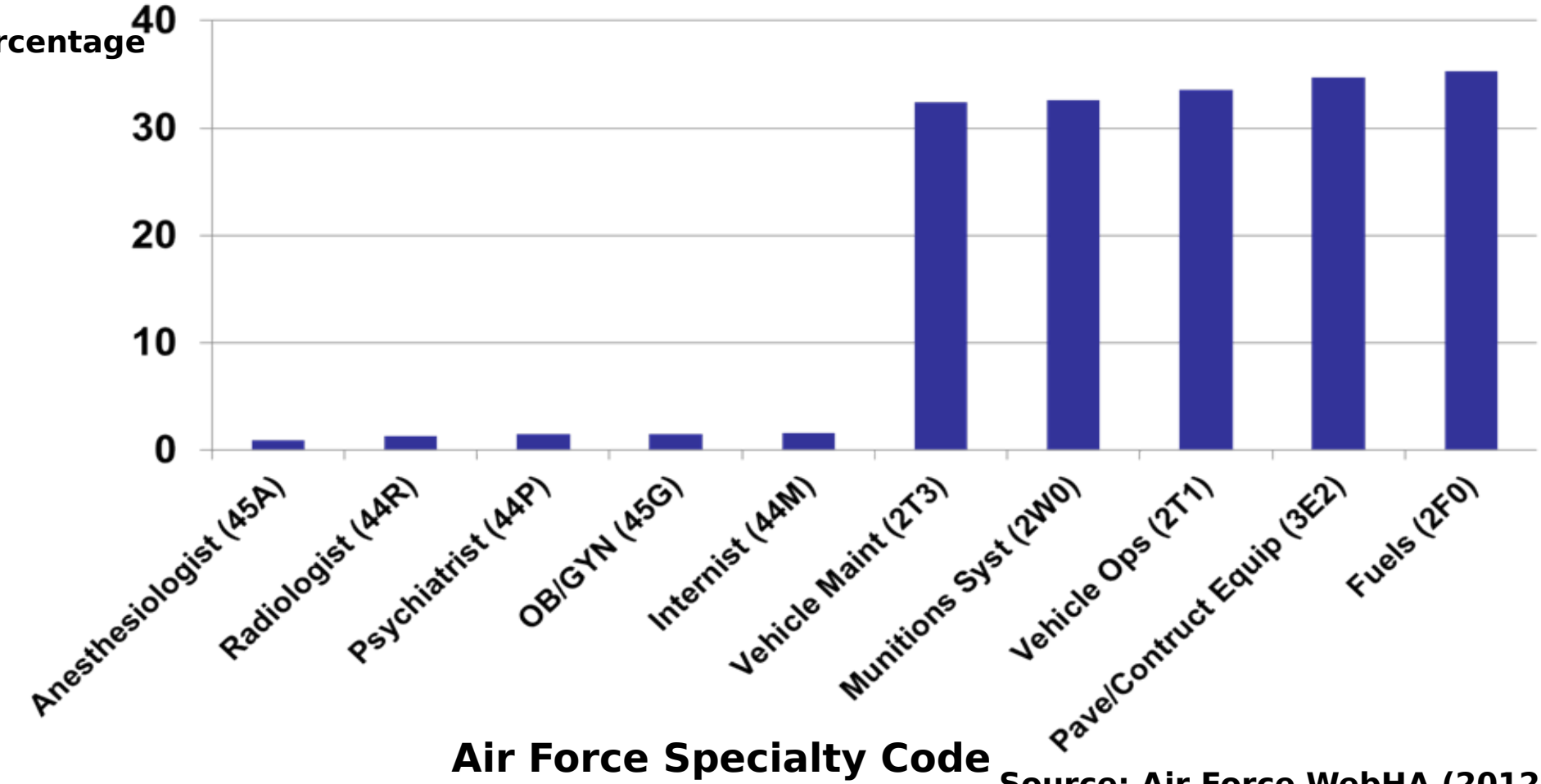
Cigarette Smoking By Pay Grade 2011



Source: 2011 DoD Survey of Health Related Behaviors

Tobacco Use in Air Force Lowest/Highest Career Fields



Source: Air Force WebHA (2012)

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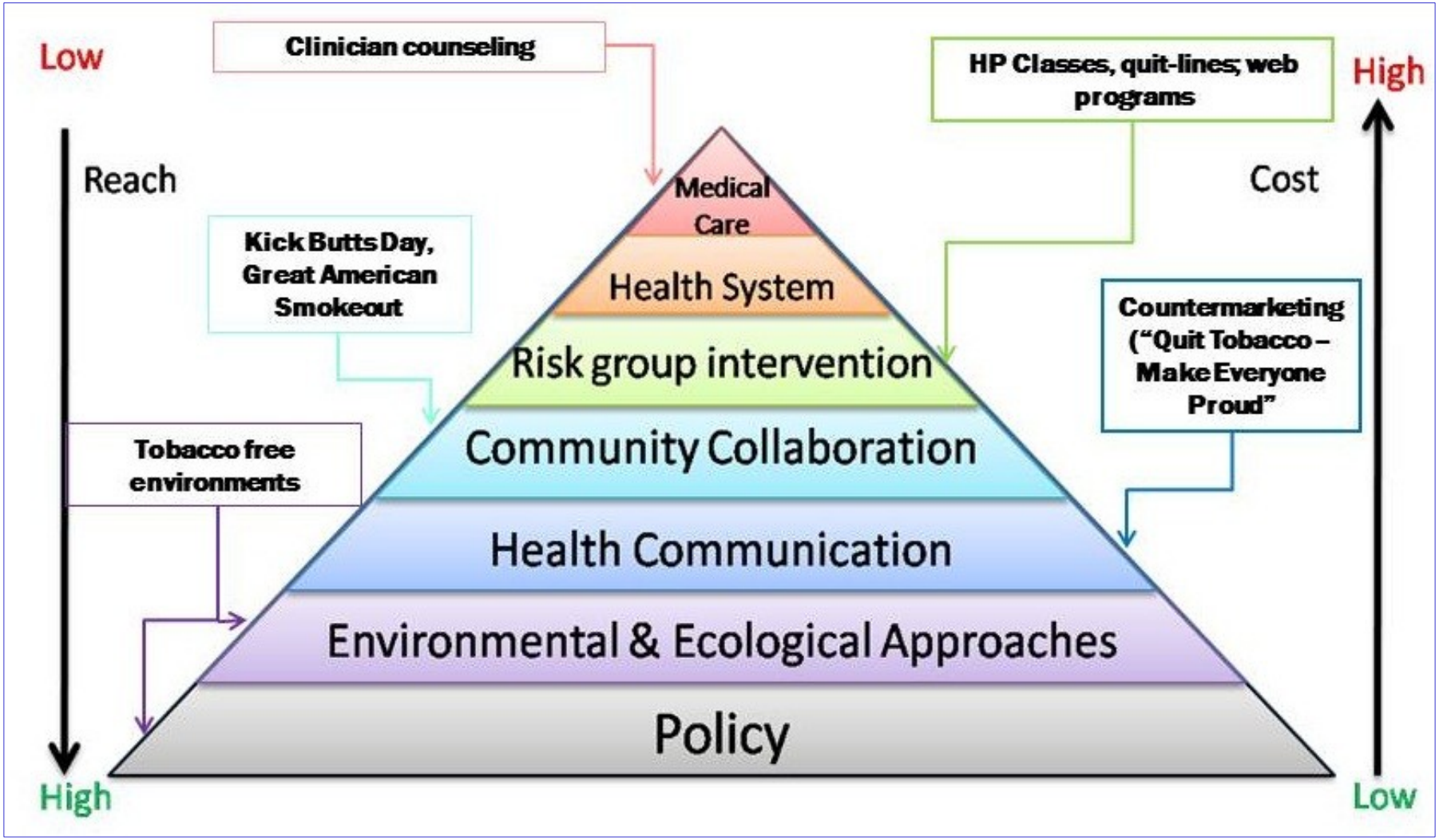
Comprehensive Tobacco Control



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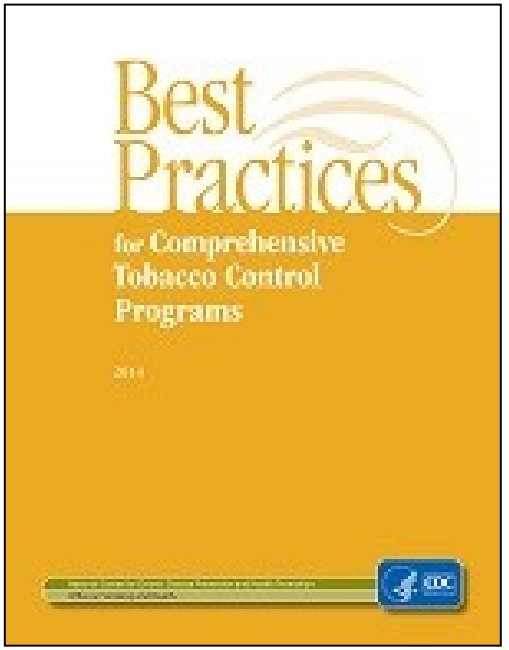
CDC Best Practices in Comprehensive Tobacco Control

- Increase tobacco prices
- Expand tobacco-free environments
- Tobacco countermarketing
- Cessation support
- Surveillance and evaluation



DoD Tobacco Policy Review

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Navy considering tobacco sales ban on bases, ships

By Steven Beardsley and Jon Harper
Stars and Stripes
Published: March 25, 2014

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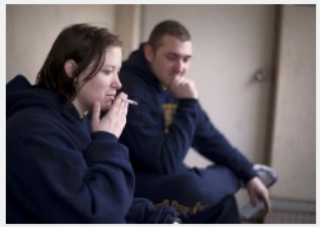
NAPLES, Italy — The Navy is considering a ban on all tobacco sales on ships and bases due to health concerns over the high rate of tobacco use among sailors, officials say.

The idea is "one option on the table" as Navy Secretary Ray Mabus explores ways to further curb tobacco use among sailors, said a Navy official who who spoke on condition of anonymity because he was not authorized to speak on the subject.

However, Congress is likely to weigh in on the matter.

Cmdr. Tamara Lawrence, a spokeswoman for the



Stephanie Patterson and Stuart Clements, two U.S. sailors at Naval Station Yokosuka in Japan, smoke while dressed in PT gear.
STARS AND STRIPES

THE SECRETARY OF THE NAVY
WASHINGTON DC 20350-1000

March 2, 2012

MEMORANDUM FOR CHIEF OF NAVAL OPERATIONS
COMMANDANT OF THE MARINE CORPS

SUBJECT: Tobacco Cessation in the Department of the Navy

It is imperative those in leadership positions do everything possible to support personal responsibility for individual health and wellness. Today, tobacco use is the most avoidable public health hazard in the Navy and Marine Corps. To address this health hazard as forcefully as possible, I would like to redouble our efforts to reduce the prevalence of tobacco use by Naval personnel. To achieve this goal we must aggressively promote cessation efforts to those who use tobacco. To this end, I request you take the following actions:

(1) Food and Drug Administration (FDA)-approved Nicotine Replacement Therapy (NRT) products, i.e., NRT gum and patches, shall be supplied at no cost to assigned service members aboard all ships, in all base clinics and pharmacies, and Battalion Aid Stations. Such NRT products shall be available for Sailors and Marines prior to end of the current fiscal year.

(2) Effective prior to the end of the current fiscal year, the price of all tobacco products sold in Navy and Marine Corps exchanges shall match the most competitive price in the local community (i.e., there should no longer be discounted prices for tobacco products). The price of tobacco products sold in Navy and Marine Corps exchanges overseas and in ships' stores afloat shall be within the range of prices established for Navy and Marine Corps exchange stores located in the United States.

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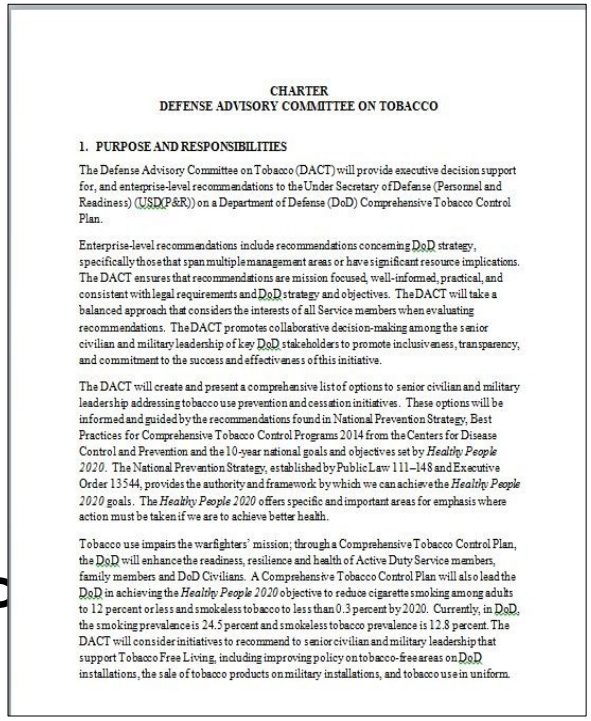
Defense Advisory Committee on Tobacco

- **Chartered by Under Secretary of Defense, Personnel and Readiness**
- **Conducted policy review of DoD tobacco control policies**
- **Initial options focused on:**
  - **Tobacco sales**
  - **Tobacco-free areas**
  - **Tobacco use in uniform**
- **Options expanded to other components of comprehensive tobacco control program**
  - **Countermarketing**
  - **Clinical cessation support**
- **Options to be presented to SECDEF**



CHARTER
DEFENSE ADVISORY COMMITTEE ON TOBACCO

1. PURPOSE AND RESPONSIBILITIES

The Defense Advisory Committee on Tobacco (DACT) will provide executive decision support for, and enterprise-level recommendations to the Under Secretary of Defense (Personnel and Readiness) (USD(P&R)) on a Department of Defense (DoD) Comprehensive Tobacco Control Plan.

Enterprise-level recommendations include recommendations concerning DoD strategy, specifically those that span multiple management areas or have significant resource implications. The DACT ensures that recommendations are mission focused, well-informed, practical, and consistent with legal requirements and DoD strategy and objectives. The DACT will take a balanced approach that considers the interests of all Service members when evaluating recommendations. The DACT promotes collaborative decision-making among the senior civilian and military leadership of key DoD stakeholders to promote inclusiveness, transparency, and commitment to the success and effectiveness of this initiative.

The DACT will create and present a comprehensive list of options to senior civilian and military leadership addressing tobacco use prevention and cessation initiatives. These options will be informed and guided by the recommendations found in National Prevention Strategy, Best Practices for Comprehensive Tobacco Control Programs 2014 from the Centers for Disease Control and Prevention and the 10-year national goals and objectives set by *Healthy People 2020*. The National Prevention Strategy, established by Public Law 111–148 and Executive Order 13544, provides the authority and framework by which we can achieve the *Healthy People 2020* goals. The *Healthy People 2020* offers specific and important areas for emphasis where action must be taken if we are to achieve better health.

Tobacco use impairs the warfighters' mission; through a Comprehensive Tobacco Control Plan, the DoD will enhance the readiness, resilience and health of Active Duty Service members, family members and DoD Civilians. A Comprehensive Tobacco Control Plan will also lead the DoD in achieving the *Healthy People 2020* objective to reduce cigarette smoking among adults to 12 percent or less and smokeless tobacco to less than 0.3 percent by 2020. Currently, in DoD, the smoking prevalence is 24.5 percent and smokeless tobacco prevalence is 12.8 percent. The DACT will consider initiatives to recommend to senior civilian and military leadership that support Tobacco Free Living, including improving policy on tobacco-free areas on DoD installations, the sale of tobacco products on military installations, and tobacco use in uniform.

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Fight the Enemy

- MHS Tobacco Deep Dive – Dec 2012
- Approval to fund tobacco countermarketing video contest
  - Build on theme that tobacco is “enemy”
  - Aimed at younger, tech-savvy population
  - Open to Service members, DoD civilians, family members
- Built promotional video
- Consulted with Legacy, CDC, Navy Suicide Prevention Program
- 30-90 second videos
  - Videos pre-screened by PA, Legal prior to public voting
  - Videos submitted via FTP or “snail mail”

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Promotional Video

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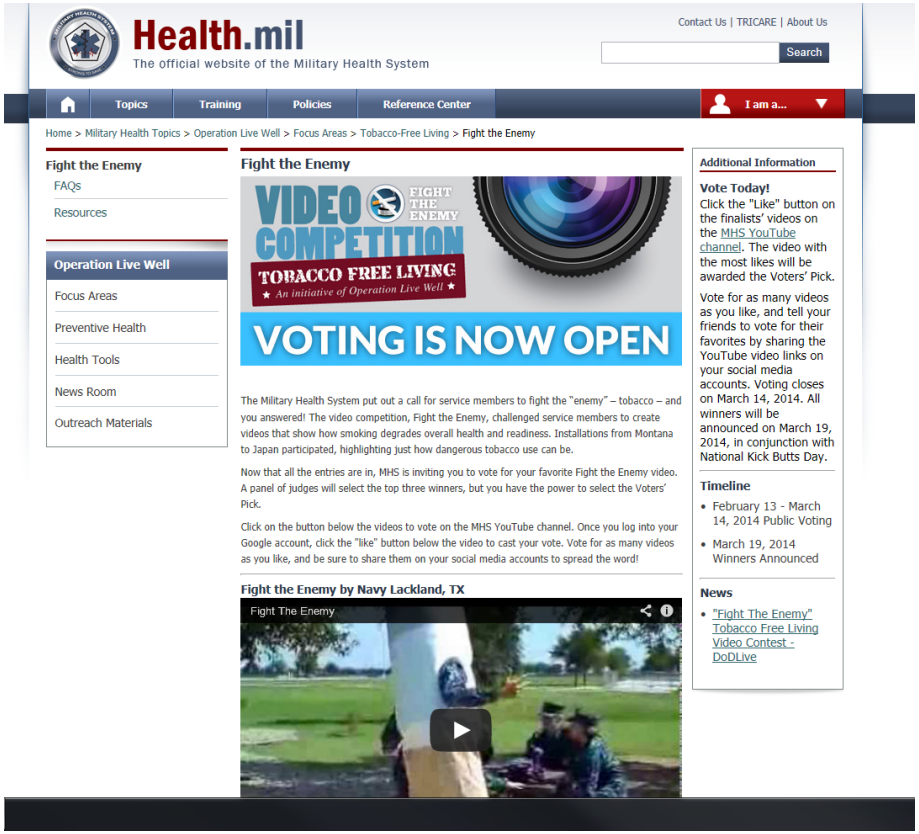
Lessons Learned

- **Don’t promise prizes you can’t deliver**
- **More options to submit videos**
- **Involve Defense Media Activity early in process**
- **Build depth in the team**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The official website of the Military Health System
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Home > Military Health Topics > Operation Live Well > Focus Areas > Tobacco-Free Living > Fight the Enemy
Fight the Enemy
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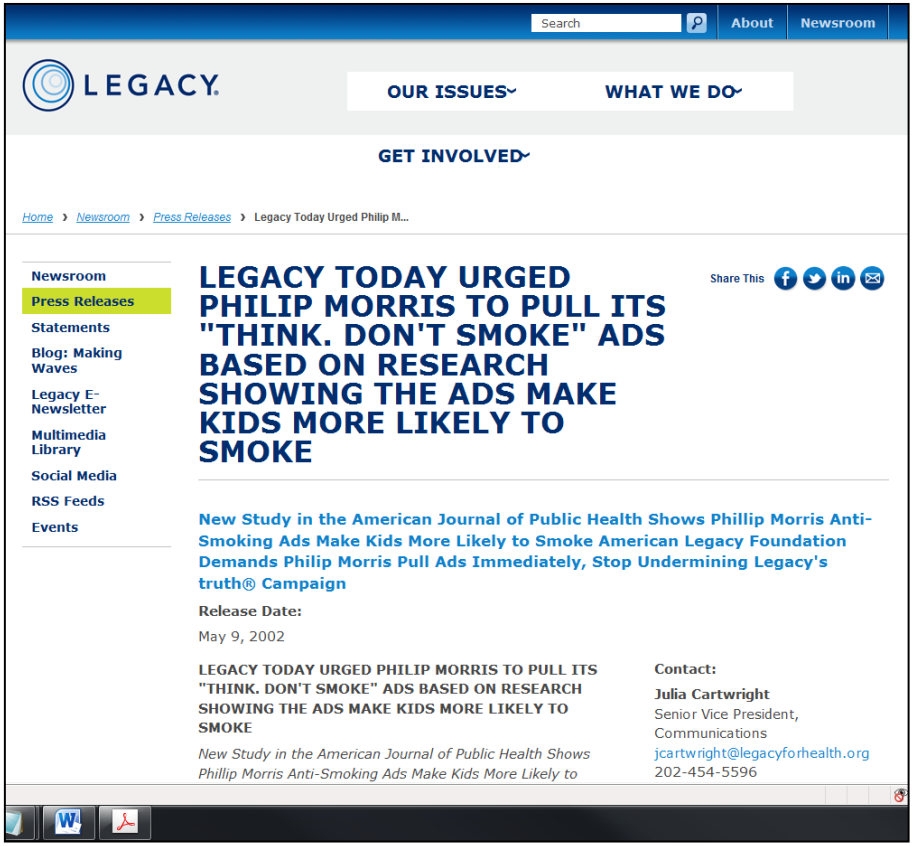
Fight the Enemy
VIDEO COMPETITION
FIGHT THE ENEMY
TOBACCO FREE LIVING
An initiative of Operation Live Well
VOTING IS NOW OPEN
The Military Health System put out a call for service members to fight the "enemy" – tobacco – and you answered! The video competition, Fight the Enemy, challenged service members to create videos that show how smoking degrades overall health and readiness. Installations from Montana to Japan participated, highlighting just how dangerous tobacco use can be.
Now that all the entries are in, MHS is inviting you to vote for your favorite Fight the Enemy video. A panel of judges will select the top three winners, but you have the power to select the Voters' Pick.
Click on the button below the videos to vote on the MHS YouTube channel. Once you log into your Google account, click the "like" button below the video to cast your vote. Vote for as many videos as you like, and be sure to share them on your social media accounts to spread the word!
Fight the Enemy by Navy Lackland, TX
Fight The Enemy
Additional Information
Vote Today!
Click the "Like" button on the finalists' videos on the MHS YouTube channel. The video with the most likes will be awarded the Voters' Pick.
Vote for as many videos as you like, and tell your friends to vote for their favorites by sharing the YouTube video links on your social media accounts. Voting closes on March 14, 2014. All winners will be announced on March 19, 2014, in conjunction with National Kick Butts Day.
Timeline
February 13 - March 14, 2014 Public Voting
March 19, 2014 Winners Announced
News
"Fight The Enemy" Tobacco Free Living Video Contest - DoDLive

www.health.mil/FightTheEnemy

Optimizing Countermarketing

There is pride in
quitting tobacco.
YOU ARE TAKING A STAND. CONTROLLING YOUR LIFE. TAKING RESPONSIBILITY.
— Vice Admiral Adam M. Robinson, Jr., MC, USN
Navy Surgeon General
Chief, Bureau of Medicine and Surgery
QUIT TOBACCO.
make everyone proud
www.ucanquit2.org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LEGACY TODAY URGED PHILIP MORRIS TO PULL ITS "THINK. DON'T SMOKE" ADS BASED ON RESEARCH SHOWING THE ADS MAKE KIDS MORE LIKELY TO SMOKE
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New Study in the American Journal of Public Health Shows Phillip Morris Anti-Smoking Ads Make Kids More Likely to Smoke American Legacy Foundation Demands Philip Morris Pull Ads Immediately, Stop Undermining Legacy's truth® Campaign
Release Date:
May 9, 2002
LEGACY TODAY URGED PHILIP MORRIS TO PULL ITS "THINK. DON'T SMOKE" ADS BASED ON RESEARCH SHOWING THE ADS MAKE KIDS MORE LIKELY TO SMOKE
New Study in the American Journal of Public Health Shows Phillip Morris Anti-Smoking Ads Make Kids More Likely to
Contact:
Julia Cartwright
Senior Vice President, Communications
jcartwright@legacyforhealth.org
202-454-5596

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Kick Butts Day

- Organized by Campaign for Tobacco-Free Kids (CTFK)
- Annual event to energize youth against tobacco
- CTFK has partnered with DoD since 2012
- DoD Child and Youth Centers

youth programs
Air Force Services

IMCOM
U.S. Army Child, Youth & School Services
Kick Butts Day
21 MARCH 2012
Army CYS Services had 2101 participants take part in Kick Butts Day activities around the world. Garrisons created PSAs, posters, organized a health fair, invited speakers and took part in experiments and activities related to curbing the affect Big Tobacco has on our children and youth.
Congratulations to all the Army CYS Services participants for a job well done!
Fort Sill
Fort Bliss
Fort Lee
Fort Jackson
Fort Polk
USAG Bamberg

Partnerships: Build Community Capacity to Promote a Culture of Health

UNITED STATES MARINE CORPS
SEMPER FIT
SPORTS, RECREATION & FITNESS

MCX

The Marine Corps Exchange in Partnership with Semper Fit present a

TOBACCO CESSATION

Counter Measures Campaign Initiative

History and Overview

Health promotion is the coordinated delivery of wellness programs that help Marines and their families adopt healthy behaviors and creates a culture that promotes health, resiliency, and mission readiness.

Health Promotion aligns with and supp

- 21st Century Marine and Sailor
- Marine Total Fitness
- Healthy Base Initiative
- Operation Live Well
- Operation Supplement Safety

Mandated Health Promotion Programs:

- Tobacco Use Awareness Prevention/Cessati
- Nutrition/Dietary Supplements
- Weight Management (Body Composition)
- Injury Prevention
- Physical Activity
- Chronic Disease Prevention
- Sexual Health and Responsibility

MCO 6100.13 "Marine Corps Physical Fitne Program":

- Identifies specific Semper Fit capabilities

History and Overview

Tobacco Cessation Efforts:

- HP staff are Tobacco Cessation Facilitators
- Tobacco cessation briefs and classes
- Annual health fairs
- Great American Smoke Out and Spit Out
- Strong partnerships with installation MTFs and Naval Health Clinic Health Promotion programs.
- Strong relationships with local civilian tobacco cessation programs.
- Tobacco Use Prevention: awareness and education efforts targeting military children conducted at DoD schools, Youth Centers, and Youth Sports.
- HP staff are located in our Fitness Centers. Staff and tobacco cessation program execution are easily accessible to the warfighter.

History and Overview

In 2013, the DoD launched a pilot program for **Healthy Base Initiative** (HBI) as a part of the *Operation Live Well* program which is part of the President's National Prevention Strategy program designed to promote good health for all Americans. The goal of HBI is to reduce obesity and decrease, or eliminate, tobacco use for all service members as well as their family members.

The Integrated Tobacco Cessation Counter Marketing Campaign, pulls MCX and Semper Fit initiatives together to launch a system-wid campaign across the entire Marine Corps t run from July through November 2014. The campaign is broken down into four phases culminating with the

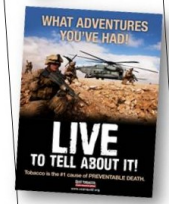
Great American Smokeout on November 20th!

Quit now or be part of the crowd.
Declare that you are currently smoke free or promise that you will be smoke free all day during the Great American Smokeout, November 20th, 2014 and receive a coupon for 20% off one item at your MCX!
See store for details.

4 Dynamic Phase Process

MCX Integrated Marketing Campaign for Tobacco Cessation

PHASE I — Facing the truth! — 23 June – 20 August, 2014

OVERVIEW	PRINT	EMAIL	SOCIAL MEDIA	POINT of PURCHASE	PROMOTION
Phase I *The Hard-Hitting Phase!* The focus will be on the ugly facts of tobacco use such as the catastrophic health risks to the user and those around the user, as well as the effect on those who count on the user being a regular part of their lives. If they're unhealthy or dead... they're of no use to anyone!	There is not enough lead time to affect print advertising in Phase I	 	**Facebook Delivery with Graphics:** The ingredients in each cigarette **Facebook Delivery with Graphics:** Don't be so selfish! The effects of second-hand smoke **Facebook Delivery with Graphics:** Be here for your kids! **Facebook Delivery with Graphics:** One BIG reason to quit: Ten Tiny Toes! The affects of smoking on infant and unborn children!	Aisle Interrupter located where tobacco cessation products are sold Poster located at each tobacco sale point	**Interactive Contest (Social Media) Sponsored by: Dell** MCX Facebook will hold a contest asking followers to post a short personal message on how tobacco (active or passive affects) has impacted their lives Readers will "Like" t most poignant anecdotes and th author/authors wit most "Likes" will re a tablet from D **Targeted Recipi 140,000**

MCX Integrated Marketing Campaign for Tobacco Cessation

PHASE II — Is It Worth It? — 20 August – 31 September, 2014

OVERVIEW	PRINT	EMAIL	SOCIAL MEDIA	POINT of PURCHASE	PROMOTION
Phase II *The Eye-Opening Phase.* The focus will be on the astronomical monetary expense of the daily consumption of tobacco products! Users seldom recognize the cost and the truth can be shocking!	 	 	**Facebook Message with Graphics:** Savings Cost Statistics: 1 Year = 7 Day All Inclusive Cruise for Two **Facebook Message with Graphics:** Savings Cost Statistics: 3 Years = 55" HDTV w/ Sound Bar & Complete Gaming System and Software **Facebook Message with Graphics:** Savings Cost Statistics: 7 Years = 3 Week Trip Across 5 European Countries for Two	Aisle Interrupter located where tobacco cessation products are sold Poster located at each	**Interactive Contest (Social Media)** Ask followers to take an interactive survey (linked between FB & Survey Monkey) regarding what do they struggle with/need help with when quitting any bad habit. Participants will be **Registered To Win One of Ten $100 MCX Gift Cards** **Targeted Recipients: 140,000**

MCX Integrated Marketing Campaign for Tobacco Cessation

PHASE III — We're Here To Help! — 1 – 31 October, 2014

OVERVIEW	PRINT	EMAIL	SOCIAL MEDIA	POINT of PURCHASE	PROMOTION
Phase III *The Empathy Phase!* During this phase the focus will be on recognizing the physical, emotional and sensory issues inherent with tobacco addiction. Here the MCX offers actual help with tobacco quitting products and socializes their experience during their attempts to quit!	 	 	**Interactive Contest: *Create Better Habits!*** Facebook followers will be asked to post a response to: ***When you had the urge to indulge in a bad habit what did you do to overcome the urge?*** 2 winners will be randomly chosen to receive a new FitBit Fitness Band for the MCX! Winners be posted on FB! **Facebook Message with Graphics:** Remind followers to visit the MCX and take the "I Want To Quit" pledge and receive their first box of Nicorette FREE!	Aisle Interrupter located where tobacco cessation products are sold Poster located at each tobacco sale point	**QUIT TOBACCO! WE'LL HELP YOU GET STARTED TODAY!** Adults who choose to ***get started quitting*** may receive their first package of Nicorette gum FREE from the MCX during this phase! **Targeted Giveaways:** **MCX Support:** Each main Exchange will give away one 20 pc. trial pack to the first 100 adults who sign up.

MCX Integrated Marketing Campaign for Tobacco Cessation

PHASE IV — Make the Commitment! — 1 – 20 November, 2014

OVERVIEW	PRINT	EMAIL	SOCIAL MEDIA	POINT of PURCHASE	PROMOTION
Phase IV *The Actualization Phase.* Here the focus will be on making some sort of commitment to be smoke free. Whether for one day during the **Great American Smokeout** or continuing not to smoke for a period after that. This is about the realization that quitting is possible!	Counter Cards located wherever participants can take the smoke-free pledge!	 	**Facebook Message with Graphics:** Address followers to visit the MCX and take the ***Smoke Free Pledge*** for 20% Off any single item in the Exchange **Facebook Message with Graphics:** Publish results of survey from Phase II. Create an online dialog about the results and tie in related healthy events at the MCX!	Aisle Interrupter located where tobacco cessation products are sold Poster located at each tobacco sale point	The **Great American Smokeout** is 20 November! Take the pledge to be ***Smoke Free*** and receive a coupon for **20% Off any single item** in the MCX **MCX Support:** Mardowns incurred from the in-store coupon.

Media, Promotion & Interaction

TOBACCO COSTS!
YOU COULD BUY A NEW CAR
with the money you spend on tobacco over 10 years.
QUIT TOBACCO.
make everyone proud
www.ucanquit2.org

TOBACCO COSTS!
YOU COULD BUY A NEW MOTORCYCLE
with the money you spend on tobacco over 5 years.
QUIT TOBACCO.
make everyone proud
www.ucanquit2.org

Marine Corps Exchange
Posted by Jason Buttram [?] · August 28 · Edited [?]
As part of our effort to promote the health and wellness of our Marines, we will be posting weekly status updates including informational posts, graphics & contests/giveaways relating to the usage of tobacco in the Marine Corps. This post is the first in our series titled "Tobacco Costs!". You'll be amazed at the amount of money spent that could be used for other things!
TOBACCO COSTS!
YOU COULD BUY A 55" HDTV WITH SOUNDBAR AND COMPLETE GAMING SYSTEM
with the money you spend on tobacco in 3 years.
QUIT TOBACCO.
www.ucanquit2.org

Media, Promotion & Interaction

Don't be part
of the crowd.
Quit NOW while you still have a chance!
Declare that you are currently smo
that you will be smoke free
Great American Smokeout , N
receive a coupon for 20% o
See store fo
Great American Smokeout

Quit now or be
part of the crowd.
Declare that you are currently
smoke free or promise that you will
be smoke free all day during the
Great American Smokeout,
November 20th, 2014 and
receive a coupon for 20% off
one item at your MCX!
See store for details.

Media, Promotion & Interaction

Marine Corps Exchange
Posted by Jason Buttram [?] · October 3 · Edited [?]

GIVEAWAY ALERT!
You could win one of SIX $100 MCX GIFT CARDS!

TO ENTER:
1) LIKE, COMMENT & SHARE this post.

2) VISIT THIS LINK & COMPLETE THE SHORT SURVEY: http://mcx.pgtb.me/PbxFR4

(You MUST complete the survey to be entered!)

Entries must be received by October 10th, 8AM ET.

Like · Comment · Share 477 Shares

Jeff Briar, Melody McClay, Ashley McEntire and 539 others like this. Top Comments

Write a comment...

Kelly Irunfor Katelynn Causey Me please!!!!!!
Like · Reply · 2 · October 3 at 7:06pm

Kerri Heslin Could always use a gift card to the MCX!
Like · Reply · 2 · October 3 at 12:15pm

View more comments 2 of 474

38,256 people reached **Boost Post**

Marine Corps Exchange
Posted by Jason Buttram [?] · 20 hours ago · Edited [?]

GIVEAWAY ALERT!

Create Better Habits! We all have bad habits, but we also have the ability to change or replace those habits. The new Fitbit Flex could be the catalyst you've been looking for to help promote healthy change in your life!

Want to WIN one? We've got TWO to giveaway!

TO ENTER
LIKE & COMMENT on this post, tell us about the tactics you use to combat your bad habits.

SHARE with your friends to double your chances!

Winners will be announced Thursday, October 30, 12 ET.

Like · Comment · Share 133 Shares

Nicoline Smith, Kathy Brierly Batchelor, Crystal Jackson MacCoy and 245 others like this. Top Comments

Write a comment...

Analicia Schenkel Try to drink plenty of water, eat fresh foods and get the kids and dog involved on our runs/walks/strength workouts so the whole family stays active.

Malissa Fitzpatrick Amy McMahan Carrie Beth Holly Marie Tiffany Runsewe Caroline Gilliland ... See More
Like · Reply · 2 · 16 hours ago

3 Replies

Lo Combs With a family riddled with health problems and many of my own, I assume my responsibility to take charge of my health, both mentally and physically. Firstly, to continuously educate myself about nutrition any way I can. Secondly, to know my physical st... See More
Like · Reply · 19 hours ago

View more comments 2 of 233

14,800 people reached **Boost Post**

Marine Corps Exchange
Posted by Jason Buttram [?] · June 26 · Edited

Tobacco & smoking impacts the lives of thousands of Marines every year. Share how smoking & tobacco has directly or indirectly made an impact on your life in the comments below, then "like" the posts by others that resonate with you the most. The person that receives the most likes will receive a brand new Venue 8 Pro courtesy of Dell & MCX!

Contest ends Tuesday, July 1 @ 11AM ET.

Media, Promotion & Interaction

During the entire month of November MAIN EXCHANGES and MARINE MARTS will participate in the **GREAT AMERICAN SMOKEOUT PLEDGE**! Additionally BASE GYMS & FITNESS FACILITIES at *HBI* Bases will participate as well. During the promotional period anyone who wishes to participate in the **Great American Smokeout** will sign the Pledge attesting to the fact they **are** smoke free **or will be** smoke free **all day on** 11/20/14 and receive a 20% off coupon for a single item at the MCX!

Don't be part of the crowd.
Quit NOW while you still have a chance!
Make a personal pledge that you are currently smoke free or that you will be smoke free all day during the Great American Smokeout, November 20th, 2014
Great American Smokeout
MCX
CORE BRANDS CORPS VALUE
QUIT TOBACCO.
make everyday proud
www.ucanquitz.org

I Participated in the Great American Smokeout
20% Off ANY SINGLE ITEM
(10% Off ANY ELECTRONIC)
MCX
CORE BRANDS CORPS VALUE
COUPON GOOD NOV. 20 - 25 ONLY

Discussion and Questions

Additional Questions

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Continuing Education

- NMCPHC is a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) to receive 1 Category 1 CECH but only when viewed during the live webinar.
  If you are a CHES and you viewed the live webinar, E-mail your name and CHES number to:
  Melissa.Cazaux.ctr@med.navy.mil

- If you have viewed the recorded version of the webinar online and would like to request Cat. II CECH, download the certificate for this webinar from the NMCPHC Webinar website, complete it and send it to the NCHEC, Inc. for 1 Cat. II CECH

Closing

- The slides and audio will be archived on the NMCPHC webpage at: www.med.navy.mil/sites/nmcphc/health-promotion/Pages/webinars.aspx

- Thank you for joining us and if you have any questions, please email Dr. Mark Long at mark.long@med.navy.mil.